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## Gen Z and Halal Local Cosmetics

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### ABSTRACT

This research aims to determine the influence of the halal label, knowledge and religiosity on local cosmetics labeled halal. Looking at the surrounding environment, many generation Z people still don't care about choosing local cosmetics that are labeled halal. Apart from that, this research advises consumers or cosmetic users to be careful in choosing the cosmetic brands they use, especially local cosmetics. Therefore, the author decided to conduct research on generation Z, both men and women who live in Jabodetabek. Around 112 respondents completed the survey, and data collection was done using questionnaire. The data were analyzed using software SmartPLS 3.0 with analysis method structural equation modeling (SEM). Result showed that consumers' decisions to buy are significantly and favourably influenced by the halal label. This shows that consumers are increasingly aware of the importance of choosing locally produced cosmetics that are halal certified. Further evidence of a noteworthy degree of awareness of the significance of selecting halal-labelled products comes from the significant link that exists between customers' knowledge of local cosmetics and their shopping decisions. This study suggests further exploration of the specific factors that drive the positive influence of the halal label and emphasizes the need for a deeper understanding of the complex dynamics between religiosity and purchasing decisions, thereby contributing valuable insights for industry stakeholders.

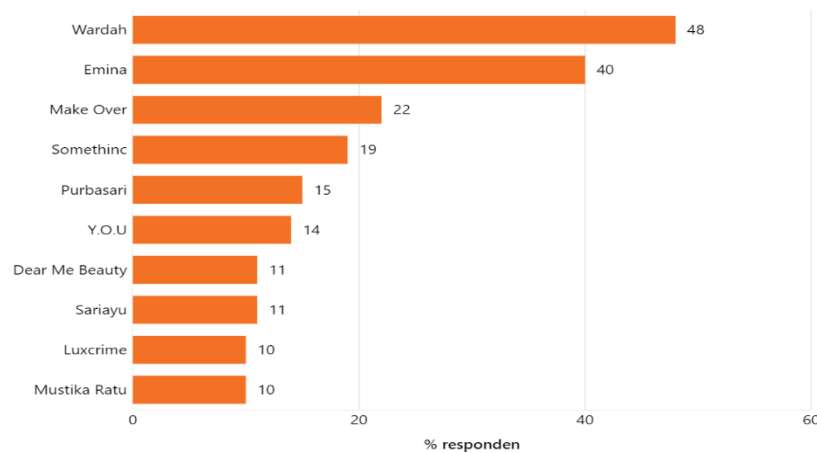
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## Introduction

As living organisms, people have different needs and desires. A widespread desire, especially among adult women, is the constant pursuit of beauty and attractiveness. This desire is a natural aspect of human behavior. Beauty has a high value for women, which is often measured by smooth and flawless skin. As living beings, humans have various needs and desires. One common desire, especially among adult women, is the incessant pursuit of beauty and attractiveness. Beauty holds high value for women, often measured by smooth and flawless skin. The cosmetics industry plays a crucial role in meeting these needs, continually innovating its products to meet consumer expectations (Prawira, 2019). Being able to compete with other businesses that are involved in this industry is the goal.

In the cosmetics industry, halal cosmetic products are considered an innovation and revolution because they offer high quality following Halal compliance (Nasreen Khan, et al 2023). Then, halal cosmetic products are also recognized as healthier and safer products, and can increase their appeal to consumers (Mohezar et al, 2016). Indonesia, with nearly 86.7% of its population being Muslim, demonstrates significant potential as the world's largest halal market (Alfiani & Priantina, 2024). And in Indonesia also several local cosmetic products that are labeled halal have implemented the latest and highest technology, one of which is PT. Paragon Technology and Innovation. Apart from that, the company is also known as a pioneer in producing quality local cosmetic products labeled halal (Wawan Kusdiana, et al, 2021).



**Figure 1. List of mostly used halal brands of cosmetic in Indonesia**

Source: Databoks

The Royal Islamic Strategic Studies Centre (RISSC) report from 2022 highlights that Indonesia's Muslim population is approximately 237.56 million, accounting for 86.7% of the country's total population. Globally, this figure represents about 12.30% of the total Muslim population, which stands at 1.93 billion. With the increasing demand for halal products, it is imperative to understand the factors that influence consumers' decision to purchase these products (Ekonomi et al., 2023)

Given that the majority of the Indonesian population professes Islam, 86.9% (Bayu, 2022), ensuring the halal status of a product is a crucial consideration. This stems from the Islamic prohibition of consuming products that contain non-halal ingredients. Indonesia is one of the countries that has a majority Muslim has reached 271 million people, the survey was conducted in 2020 (Mutmainah & Romadhon, 2023). As (Ghifara et al., 2022) stated that conservative Muslims take a very critical approach and scrutinize the details of products to ensure they are halal. In Indonesia, the regulation of halal and non-halal products is the responsibility of the LPPOM MUI an endeavor to satisfy their needs, people tend to opt for products that promise the highest satisfaction. Currently, the halal industry is in the spotlight worldwide and is attracting

a lot of attention from both businessmen and researchers (Batubara & Harahap, 2022). Through LPPOM MUI, Indonesia reports that there are approximately 688,615 halal-certified products, 55,626 halal-certified companies, and 65,116 halal certificate holders from 2012 to 2018. (Amrullah, 2023) This is one of the reasons the author took the halal label variable as one of the variables in this research. Currently, the public prefers beauty products that are labelled halal because they are considered safe in both the basic ingredients and manufacturing processes (Apriandi et al., 2021).

Consequently, these halal products have overcome their original appeal to the Muslim community and are now being embraced by non-Muslims. This shift is attributed to the halal lifestyle's emphasis on hygiene and safety, as (Juliansyah et al., 2021). Consumer knowledge of halal products is an important thing to find out consumer behavior from true news (Saputra & Tresnati, 2020). Understanding halal product knowledge among Muslim consumers helps researchers and businesspeople recognize their customers' behavior (Santoso & Kusuma, 2023). Consumers who are informed about a product are more likely to believe that it is practical and meets their needs, which can impact their decision to repurchase it (Mutiarra & Syahputra, 2018).

Religiosity is known as devotion that can be seen through behavior related to ideals of character or faith (Matondang et al., 2019). The influence of religiosity on the decision to purchase halal cosmetics is a phenomenon related to the extent to which an individual's religious beliefs influence their decision to purchase cosmetic products that meet halal standards (Chusna & Mustofa, 2024). Thus, consequently, this research differs from earlier studies in that this research focuses on discussing local cosmetics that are labeled halal. Meanwhile, the previous studies described previously focused more on cosmetics only. There were also differences in the cosmetic brands studied and research locations

## **Literature Review**

### **Halal Label and Purchase Decisions**

Halal and haram for something is not based on human decisions but from the Al-Qur'an which is a command from Allah SWT. The presence of halal wording or words on product packaging designates a halal label, signifying that the item carries the designation of a halal product (Ernawati & Koerniawan, 2023). Halal means that the item does not include items that are prohibited by Allah (Niswah, 2018). Regarding halal products, Allah has also explained in the Al-Qur'an Surah Al-A'raf: 157:

*“Those who follow the Messenger, the Ummi Prophet whose (name) they find written in the Torah and the Gospel which is with them, which commands them to do what is right and forbids them from doing what is wrong and makes it lawful for them. everything that is good and forbid them everything that is bad and remove from them the burdens and fetters that are on them. So those who believe in him honor him, help him and following the bright light that was revealed to him (the koran), they are the lucky ones.”* (Lesnida, 2021).

The halal label is still often absent from the box of numerous cosmetic items (Nurdin, Sahidillah & Setiani, 2021). Beyond these functions, the halal label plays a crucial role in instilling confidence in consumers so that they can make informed choices. Nevertheless, many cosmetic products lack a halal label on the packaging. In Indonesia, a country with a large Muslim population, highlighting a product's halal classification is essential to drawing in customers (Ryandono et al., 2022). For Muslims, ensuring the halal status of products is a prerequisite for consumption that encompasses not only the actual nature of the goods but also the procedures involved in their procurement or provision (Wardhana, 2021).

In Islam, certain ingredients in cosmetics must be considered or avoided. Many consumers associate haram products with pork and alcohol, but there are numerous other ingredients that can be considered haram Items that Allah has forbidden to consume including carcasses, blood, pigs, and animals that are not slaughtered without mention the name of Allah, the suffocated, the hit, who fell, who was

headbutted and those who were torn by wild animals, except had time to be slaughtered (Q.S Al-Maidah:3) (Farokhah Muzayinatun Niswah, 2016). Therefore, the theory that is put out is:

H1: The Halal label has a positive effect on purchasing decisions for local cosmetics

### **Knowledge and Purchase Decisions**

Knowledge, defined as the expertise and understanding that an individual or group has acquired in both theory and practice has the potential to influence purchase intentions through attitudes (Briliana & Noviana, 2016). Consequently, a higher level of knowledge can have an impact on purchase intentions. Knowledge significantly influences attitudes towards the selection of halal cosmetic products, as consumers who have sufficient knowledge can differentiate between permitted and prohibited ingredients (Mohd Suki & Mohd Suki, 2018). Knowledge of halal products is the most important thing for consumers in making purchasing decisions (Nurhayati & Hendar, 2020).

H2: The knowledge has a positive effect on purchasing decisions for local cosmetics

### **Religiosity and Purchase Decisions**

Religiosity, as described by (A. A. Rahman et al., 2015), refers to the depth of a person's commitment to their religion, which is manifested in attitudes and behaviour. Religion serves as a fundamental factor in decision making and guides individuals to behave ethically and in accordance with legal principles (Haque et al., 2018). Further research by Esa et al. (2021) emphasises the influence of religiosity on purchasing decisions and points to its importance. It serves as a symbol of a belief system, values and behaviours that focus on different aspects of life, with an emphasis on fundamental beliefs. Basically, a Muslim's daily behavior and activities must follow and obey Islamic law, including making decisions and evaluating a product which must also be based on strong religious knowledge so that it provides good results (Wardhana, 2022).

H3: The religiosity has a positive effect on purchasing decisions for local cosmetics

### **Purchase Decisions**

In general, consumers' purchasing decisions are about choosing the brand they favour the most. However, there are two crucial factors that play a role between purchase intentions and actual purchase decisions. The phase of the decision-making process where consumers actually make a purchase is known as the purchasing decision (M.S. Al Farisi, 2020). Humans make purchases to satisfy their needs and aspirations. These actions include identifying needs and desires, gathering information, weighing their options, making the buy, and acting on the purchase (Putra et al., 2017).

The decision to purchase a good or service often involves two or more parties (Rizal, 2016). The steps involved in making a purchase of a product are identifying the issue, gathering information, weighing the pros and cons, making the purchase, and determining whether or not to return the item once it has been purchased (Haryani, 2019). Meanwhile, according to (Khumaeroh et al., 2023), a purchasing decision is a process that begins with identifying the problem of what product is needed, searching for product information, evaluating the product's advantages and benefits, purchasing the most superior product and the final step is the behavior after purchase, whether satisfied or not. with the purchase of the product. There are 4 factors that influence product buyers' decisions, namely:

- 1) Religious factors: this is the most significant element. However, the food is not only halal but also thayyib, means that it was not wasted and had health advantages.
- 2) Psychological factors: despite a product's halal logo, the Syiah Kuala community is concerned about non-halal items, therefore they pay attention to the ingredients listed on the container.
- 3) Social factors: the family, the ulama's influence in the community, and the peer group are the main drivers of this.

4) Cultural factors: consumers occasionally accept a product without reading the halal label since Islam is associated with the local way of life (Ihsana et al., 2021).

### Halal Certification

Halal certification, as defined by the Indonesian Ulema Council (MUI), is a decree or written law that confirms the halal status of food, beverages, medicines and cosmetics in accordance with Islamic principles. Law No. 33 of 2014 states that halal certification confirms the halal status of a product. It is issued by the Halal Product Guarantee Supervisory Agency on the basis of a decree or written law issued by the Indonesian Council of Ulama (MUI) under the regulation of MUI Law No. 33 of 2014. For halal industry businesses, the main focus is obtaining and maintaining halal certification to guarantee authenticity and meet consumer expectations (Izza et al., 2023). Halal certification can be a strategic step for companies and business actors in increasing competitiveness and providing added value to the products they sell (Wardhana, 2020).

According to Islamic teachings, two things are what must be considered when using cosmetic products is cleanliness and purity (Nurmaya Adianti & Ayuningrum, 2023), meaning that cosmetics must be halal and clean (Zakik et al., 2022). Gaining halal certification can help you enter the halal food market and boost customer confidence (Aprilia & Priantina, 2022). Halal certification is a written fatwa from MUI which states that a product is halal according to Islamic law through a detailed inspection by LPPOM MUI (Tahliani & Renaldi, 2023).

### Methodology

Partial Least Square Structural Equation Modelling (SEM-PLS) is a potent analytical technique that permits the modelling of structural equations under the presumption that the data utilized need not be normally distributed, SEM-PLS can employ a comparatively small sample size, and the indicators employed are formative, reflective, or a combination of both (Ardi & Isnayanti, 2020). This research data was collected by distributing research questionnaires via Google Form. The number of respondents was 112 people. The criteria for respondents are Muslims and Muslim women who use local cosmetics that are labeled halal, are Muslim, are at least 18 years old and live in Jakarta Metropolitan Area.

Measurement model assessment is important to determine the validity and reliability of the measurements in the study. In this assessment, the value of the loading factor of the latent variables on the indicators is analyzed. If the loading factor is more than 0.7, indicators are regarded as legitimate; they are also still valid up to a coefficient of 0.5 (Fauziana et al., 2022).

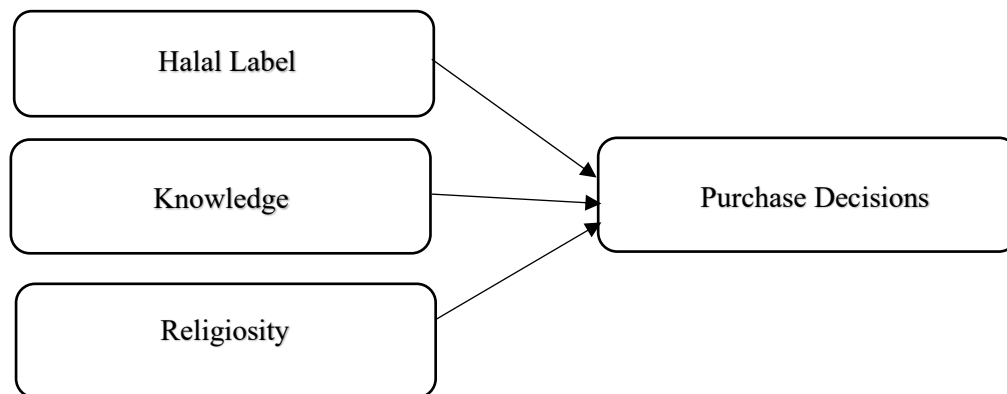


Figure 1 Research Model

Source: Author (2024)

## Results and Discussion

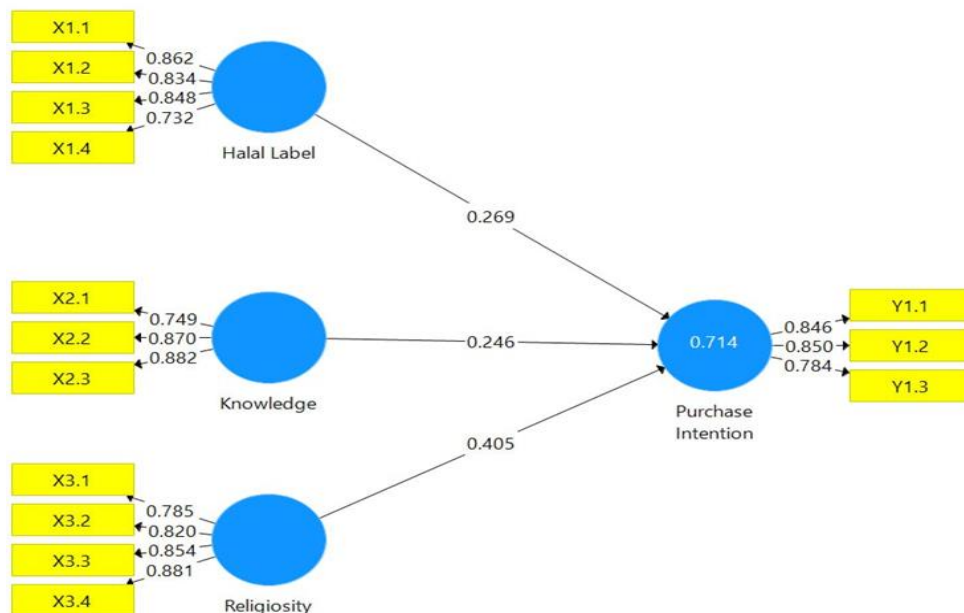
**Table 1 Respondent Demographics**

<b>Demographic Variables</b>	<b>N</b>	<b>%</b>
<b>Gender</b>		
Female	85	75.9
Male	27	24.1
<b>Age</b>		
16-20 Years Old	22	19.6
21-26 Years Old	89	79.5
<b>Brand cosmetics</b>		
Kahf	13	11.6
Somethinc	9	8
Wardah	39	34.8
Ms. Glow	8	7.1
Ms. Glow Man	3	2.7
Other	40	35.7

Source: Data processed (2024)

In examining the demographic composition of the surveyed population, a total of 112 individuals participated in the study. The gender distribution reveals a predominant presence of females, constituting 75.9% (85 participants), while males make up 24.1% (27 participants). When considering the age distribution, participants are categorized into two groups: those aged 16-20 years old and those aged 21-26 years old. The majority of respondents fall into the 21-26 years old category, comprising 79.5% (89 participants), whereas the 16-20 years old group represents 19.6% (22 participants) of the sample.

As for brand preferences in cosmetics, the participants exhibit diverse choices. Wardah emerges as the most favored brand, with 34.8% (39 participants). The SEM analysis results in this study are presented through a visualized path model. The initial structural model indicates a strong fit between the data and the model. The SEM model image provides a clear visual representation of the relationships among the variables studied in the analysis. Result and discussion must be combined.



**Figure 2. Result of Outer Model using Convergent Validity**

Source: Data Processed (2024)

### Validity and Reliability Test

Within PLS SEM, two types of validity, convergent and discriminant, are assessed. The Average Variance Extracted (AVE) and Loading Factor values are used to assess convergent validity. Adequate convergent validity is indicated when each variable has an AVE value and a Loading Factor value both exceeding 0.5 (Hair et al., 2014). Contrarily, discriminant validity is demonstrated using Cross Loading and Square Roots AVE, where the Cross Loading value must be greater than 0.7 and the Square Roots AVE value must be greater than the correlation value of all variables (M. S. Rahman et al., 2021).

Furthermore, the reliability test evaluates internal consistency by employing Cronbach's Alpha and the composite reliability value. A loading factor indicator value of 0.7 is regarded as effective, under the general guideline (rule of thumb). The results of this research show that the outer loading values are above 0.7, which means they are effective (Khan et al., 2020).

**Table 2 Below Illustrates The Results of Convergence Validity and Construct Reliability**

Items	Outer Loadings	AVE	Alpha	CR
Halal Label		0.674	0.837	0.892
X1.1	(0.862)			
X1.2	(0.834)			
X1.3	(0.848)			
X1.4	(0.732)			
Knowledge		0.699	0.781	0.874
X2.1	(0.749)			
X2.2	(0.870)			
X2.3	(0.882)			
Religiosity		0.698	0.858	0.902
X3.1	(0.785)			
X3.2	(0.820)			
X3.3	(0.854)			
X3.4	(0.881)			
Purchase Intention		0.684	0.772	0.867
Y1.1	(0.846)			
Y1.2	(0.850)			
Y1.3	(0.784)			

Source: Data Processed (2024)

The analysis results pertaining to convergent validity and construct reliability indicate that all variables in this study exhibit robust convergence validity. This is substantiated by the Average Variance Extracted (AVE) values exceeding 0.5 and significant factor loadings. Both the Halal Label and Religiosity variables demonstrate commendable convergence validity, as evidenced by all items within these variables having loading factors exceeding 0.5. Furthermore, all variables exhibit a high level of reliability, as reflected in Cronbach's alpha and Composite Reliability (CR) values surpassing 0.7. This affirmed the internal consistency of the measurement instruments employed. Consequently, these findings instill confidence in the reliability of the measurement instruments for assessing the constructs under investigation.

**Table 3 Fornell-Larcker Criterion**

	Fornell-Larcker			
	Halal Label	Knowledge	Religiosity	Purchase Intention
Halal Label	0.821			
Knowledge	0.709	0.836		
Religiosity	0.768	0.741	0.827	
Purchase Intention	0.082	0.752	0.805	0.836

Source: Data Processed (2024)

In partial least squares (SEM-PLS) analysis, the Fornell-Larcker criterion serves as a method to assess the validity of constructs within the model. This criterion aims to gauge the accuracy with which the latent variables (constructs) in the model are measured by their respective indicators (measurement variables). As can be seen from the above table, each construct's Fornell-Larcker Criterion value is greater than the correlation between the constructs in the model. This suggests that, based on the Fornell-Larcker Criterion value, the constructs in the estimated model fulfill the criteria for discriminant validity.



**Table 4 Ordinary Linear Regression**  
**Regression Statistic**

R-Square	0.714
Adjusted R-Square	0.706
SRMR	0.089
Chi-Square	312.462
NFI	0.724

Source: Data processed (2024)

Table 4 showcases the outcomes of the ordinary linear regression analysis, revealing an R-Square of 0.714 and an Adjusted R-Square of 0.705. These values indicate that the dependent variable can be effectively explained by the independent variables in the model. Furthermore, the SRMR value of 0.089 signifies the model's precision in estimating the covariance between variables. The Chi-Square value of 312.462 and NFI of 0.724 indicate a reasonably good fit of the regression model to the observed data. Overall, these results signify that the regression model provides a satisfactory explanation for the variation in the data and aligns well with the observational data.

**Table 5 Hypothesis Test Analysis Results**

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
<b>Halal Label</b>	0.269	0.282	0.124	2.170	0.031
<b>Knowledge</b>	0.246	0.257	0.121	2.028	0.043
<b>Religiosity</b>	0.405	0.386	0.149	2.717	0.007

Source: Data processed (2024)

Table 5 reveals the findings from the hypothesis test analysis, shedding light on the significance of relationships among variables. The association between halal labels and purchasing decisions for locally labeled halal cosmetics is deemed statistically significant, with a T-Statistic of 2.170 (greater than 1.96) and a P-Value of 0.031 (less than 0.05). The positive original sample estimate value of 0.269 substantiates the initial hypothesis (H1), suggesting that halal labels exert a positive influence on purchasing decisions for locally labeled halal cosmetics. Similarly, the correlation between knowledge and purchasing decisions for halal-labeled local cosmetics is considered significant, with a T-Statistic value of 2.028 (greater than 1.96) and a P-Value of 0.043 (less than 0.05). The positive original sample value of 0.246 supports the second hypothesis (H2), affirming that knowledge positively contributes to the decision to purchase local cosmetics labeled halal. Furthermore, the association between religiosity and purchasing decisions for locally labeled halal cosmetics is also significant, with a T-Statistic value of 2.717 (greater than 1.96) and a P-Value of 0.007 (less than 0.05). The positive original sample value of 0.405 aligns with the third hypothesis (H3), indicating that religiosity positively influences purchasing decisions for local cosmetics labeled halal.

### **Direct Effect of Halal Label on Purchase Decisions**

The findings of this study's hypothesis testing indicate that the decision to buy locally produced cosmetics labelled as halal is positively influenced by the presence of the halal label. This can be seen from the T-Statistics value of 2.170 (>1.96) with a P-Value of 0.031 (>0.05). And the original positive sample value is 0.269. This shows that Generation Z who live in Jakarta Metropolitan Area. have good knowledge about halal labels and apply this knowledge when buying local cosmetics. Results from studies carried out by (Nurmaya Adianti & Ayuningrum, 2023) showing that the halal label has a significant influence on

purchasing decisions. Research which states that the halal label has a significant influence on purchasing decisions is research conducted by (Matondang et al., 2019). Furthermore, research conducted by (Latte et al., 2020) and (Ryandono et al., 2019) also stated that the inclusion of a halal label on product packaging is something that influences consumers to make purchasing decisions.

### **Direct of Knowledge on Purchase Decisions**

Based on the results of hypothesis testing in this research, it shows that knowledge has a positive effect on purchasing decisions about local cosmetics labeled halal. Because it can be seen from the T-Statistics value of 2.028 ( $>1.96$ ) with a P-Value of 0.043 ( $>0.05$ ). Also supported by the original sample value of 0.246, which means positive. This is able to prove that Generation Z's knowledge about local cosmetics labeled halal has a positive influence on purchasing decisions. This is supported by research conducted by (Pahutar et al., 2023) showing that the knowledge has a significant influence on purchasing decisions. Further findings are also supported by (Label et al., 2019) research which states that halal knowledge has a positive and significant effect on purchasing decisions.

### **Direct of Religiosity on Purchase Decisions**

Based on the results of the hypothesis test carried out in this research, religiosity has a positive effect on the decision to purchase local cosmetics labeled halal. This can be seen from the T-Statistics value of 2.717 ( $>196$ ) and the P-Value of 0.007 ( $>0.05$ ). And the original sample value is positive, namely 0.405. This proves that generation Z's religiosity influences the decision to purchase local cosmetics that are labeled halal. In this case, this research is also in line with research conducted by (Lestari & Daswan, 2023) showing that the knowledge has a significant influence on purchasing decisions. Apart from that, research conducted by (Pratiwi et al., 2022) also shows that religiosity has a positive and significant effect on purchasing decisions. This research is also in line with research conducted by (Akmad Salindal et al., 2018) that religiosity has a positive and significant effect on purchasing decisions.

### **Conclusion**

The findings indicate that the halal label exerts a positive and noteworthy influence on purchasing decisions for locally labeled halal cosmetics. This underscores an increased consumer consciousness regarding the crucial aspect of selecting local cosmetic products that bear the halal label. Furthermore, the substantial impact of consumer knowledge on purchasing decisions highlights a praiseworthy level of awareness among consumers concerning the significance of opting for halal-labeled products. As a suggestion for future research, it would be beneficial to delve deeper into the specific factors contributing to the positive impact of the halal label on purchasing decisions. Exploring the underlying reasons and perceptions that drive this influence could provide valuable insights for marketers and policymakers in the cosmetic industry. Additionally, investigating the dynamics between religiosity and purchasing decisions in more detail could enhance our understanding of the intricate relationship between these variables and guide targeted marketing strategies. This could contribute to fostering an environment where consumers are more informed and empowered in making choices aligned with their values and beliefs.

### **Author's Contribution**

All authors contributed to the preparation of this final manuscript. Tia was responsible for data collection, manuscript preparation, illustration creation, and development of main conceptual ideas. Anita provided excellent guidance and direction, as well as helping to critically revise the article. All authors discussed the results and contributed to the final manuscript.

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## Declaration of Competing Interest

The researcher states that in conducting this research, there is no involvement with commercial or financial entities that could potentially lead to conflicts of interest.

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